

Information pursuant to the EU General Data Protection Regulation (GDPR) for speakers at DMEA 2021

Messe Berlin GmbH attaches great importance to data protection. This information notice informs you about the processing of the personal data in connection with your activity as a speaker at the DMEA 2021. This notice supplements our [General Data Protection Policy](#), which can be found at our website, and possibly other separate information on specific processing activities.

1. Controller and data protection officer

Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: central@messe-berlin.de, is the entity responsible for the processing of the personal data (the so-called controller within the meaning of the GDPR). If you have any queries relating to data protection, please feel free to contact our group data protection officer (address: as above, e-mail: datenschutz@messe-berlin.de).

2. Source and categories of personal data

We receive contact details of and communication with speakers from the organizer of the DMEA 2021, the bvityg e.V. with whom we cooperate for the organisation, preparation and implementation concepts of events and the acquisition, selection and support of speakers. We process the data mentioned in the declaration of consent or provided by you, in particular your name, title, accompanying information, curriculum vitae, description of the session, presentation, lecture, and, if applicable, pictures and film recordings.

For the technical briefing and during the participation in the livestream your contact and dial-in details will be processed. The provider of the livestream will send you an access code and will contact you by phone for the technical briefing. In addition, presentations will also be recorded or streamed live on a stage at the exhibition center. Furthermore, the number of viewers, the average length of the session participation, the produced data traffic as well as the countries of the viewers are collected for evaluation purposes.

If you perform the registration for another person (third party) or enter their data, make sure that you are authorized to provide the data and that the data subject have been sufficiently informed by you about the processing of their data as described in this privacy policy.

3. Purposes of processing and legal bases

As far as the processing of your personal data for the purposes of recording, live streaming and publication as described in the declaration of consent under licence/copyright law is concerned, the processing is based on your consent (Art. 6 (1) (a) GDPR). The dial-in details will be processed for our legitimate interest in the technical execution of the livestream or the event and the data collected in the declaration of consent will be processed in our legitimate interest for the purpose of proving your consent or approval (Art. 6 (1) (f) GDPR). The aforementioned evaluation is carried out in an aggregated unidentified manner on the basis of our legitimate interest for analysis purposes (error sources and correction, improvement of the virtual offer) (Art. 6 (1) (f) GDPR).

4. Recipients and international data transfers

In order to increase visibility, your personal data including recordings will be published with your consent on the virtual DMEA 2021 platform in the livestream with chat function and as video on-demand possibly in the media library of the DMEA 2021 website and in our social media accounts (YouTube, Facebook Twitter, LinkedIn, Instagram, Xing) as well as in our newsletters in full version or as short films (snippets). The data published in this way can be retrieved worldwide, found via search engines and linked to other information, from which personality profiles of yourself may be created. We have no influence on the dissemination actions of visitors to the above-mentioned websites or social media.

The data published in this way can be accessed worldwide, found via search engines, and linked to other information, from which personality profiles about you can be created under certain circumstances. We have no control on the distribution actions by visitors of the aforementioned websites or social media channels.

For the recording, live streams, video editing and other steps of processing, in particular the technical briefing, use of other virtual tools, embedding of videos, website maintenance, marketing, hosting, we use service providers who process your data on our behalf. Your published data may be accessed by third parties worldwide and be used for purposes beyond our control. For data processing by social media channels, please see their data protection information.

Some of the recipients, in particular the providers of social media channels or third parties who access your data, as well as processors, are located in third countries outside the EU, which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. We will only transfer personal data to those third countries if the European Commission ("EU Commission") has adopted a so-called adequacy decision in this respect (Art. 45 GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the EU Commission pursuant to Art. 46 (2) (c) GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above). The data transfer is based on your explicit consent to this transfer despite the existing risk to your data that is known to you.

5. Storage period

Insofar as processing takes place on the basis of consent or on the basis of a legitimate interest of Messe Berlin GmbH, the data in question will no longer be processed for the associated purpose after receipt of the revocation of consent or objection, and will be deleted if applicable in June 2022 if necessary, unless there is a statutory exception. In the event of an objection or revocation of all or individual parts of the declaration of consent or approval, all or the corresponding parts of your data will be deleted, i.e. depending on the extent of the revocation or objection, the publications of the lecture and interview made by Messe Berlin GmbH will be deleted, in the media in which the data/recording of the lecture has been published. The contact and dial-in details will be deleted by the provider of the livestream after the livestream has been carried out. The data will also be deleted if Messe Berlin GmbH no longer requires them for the above-mentioned purposes.

Please note that publication on the Internet means that personal data (including the recording of the presentation and the interview) can be accessed and stored worldwide and that Messe Berlin GmbH has no influence on the data processing by any third parties who access and use your data. The data and the presentation can thus also be found, for example, via so-called "search engines". It cannot be ruled out that third parties may link the data with other personal data available on the Internet and thus create a personality profile, modify the data or use it for other purposes.

6. Your data protection rights

Pursuant to Art. 12-21 GDPR, you can assert the following data subject rights at any time: the right to access, rectification and erasure of your personal data, the right to data portability and to restriction of processing. If you have given us your consent, you can revoke this consent at any time with effect for the future.

Right of objection

If the processing is based on legitimate interests, you have the right to object to the processing of your personal data, including profiling, for reasons relating to your particular situation. Furthermore, you may object to the processing of the personal data and their use for marketing purposes at any time.

To exercise your rights, you can contact the controller by mail or e-mail (contact details see section 1 above). If you are of the opinion that the data processing violates data protection law, you have the right to lodge a complaint with the competent supervisory authority of your choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (Bundesdatenschutzgesetz)).